

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahiabuike, Anthony E., Darcy, Joe F., Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda, Williams, Donald J., Piscitelli, J., 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, Forrey, Linda, Moulton, G, Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R, Fricke, R H., Zecca, Anthony, Schwalm, S, Burrows, Robert, Sirianni, Suzanne M., Barrett, Susan D., Letourne, Paul, 1110 - Boston ROU (PROVENL), Diclerio, John P., Santiago, Julio R., Leonard, Michal K., Wolking, W, Borjeson, John, Payne, Jennifer, Jackson, A, Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E., Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P., Gambardella, Mark R., Norris, Chuck H., Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F., 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Roth, Kari L.

From: Kuruc, Nick  
Posted: 11/12/97 15:15  
Opened: 11/12/97 17:04  
Subject: Amerada Hess Corporation

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ROU Communication To Retail Representatives: Chain ID's Hess Mart 0353-03-01 through 08

Subject: Non Compliance

Charles Iszard of Hess has requested that our Retail Reps report as a "warning" on the Poquet the following issues with regard to the Philip Morris Basic Display in Hess Mart Locations:

- ☐ Instances where Philip Morris (Basic) has more than 24 total facings.
- ☐ Instances where the Basic display is not in the backbar position.

Please ensure that a complete explanation is made; I.E. total Basic facings, location of display, etc.

We have made every effort to standardize our Program on the backbar. Evidentially Philip Morris has not done the same. Hess needs to have this information as soon as practicable.

As always thanks for your help.

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